

If you're looking
for a notebook
computer that's
easy to use,
there are basically
only two ways
you can go.

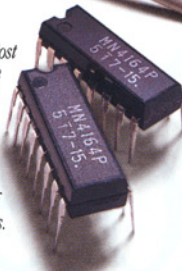
The hard way.



New programs, \$506 each.

Unless you buy programs specifically designed for Windows 3.1, you'll have to use conventional character-based programs and their awkward commands.

Extra memory, \$210* Most notebook computers in use today simply aren't fast enough to make Windows 3.1 practical. And many that are fast enough may require extra memory, which can add hundreds of dollars to their price tags.

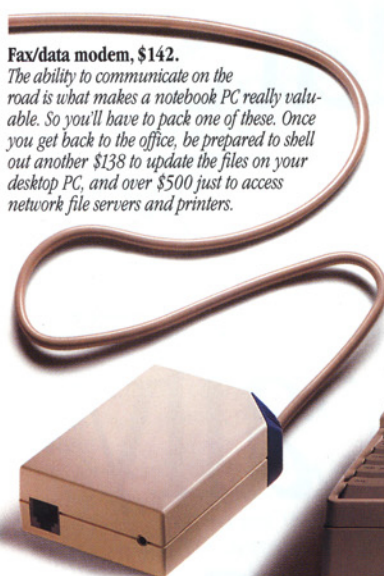


Clip-on trackball, \$172. If you're going to try to use Windows 3.1 on many portable computers, you may have to plug this in and clip it onto the side of your computer. (Be careful not to catch the cord in your airplane tray.)

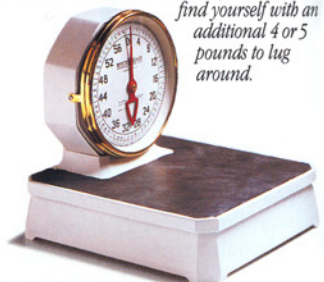


Fax/data modem, \$142.

The ability to communicate on the road is what makes a notebook PC really valuable. So you'll have to pack one of these. Once you get back to the office, be prepared to shell out another \$138 to update the files on your desktop PC, and over \$500 just to access network file servers and printers.



Added weight. Many notebook computers may claim to weigh less than 7 pounds, but by the time you add all the components you need to make Windows 3.1 work well, you're likely to find yourself with an additional 4 or 5 pounds to lug around.



Your time, name your price. Fiddling around with MS-DOS or Windows 3.1 on the road can cost you plenty of time. How much is yours worth?



Ordinary notebook, \$2,497. The typical notebook computer of today was designed to run DOS only, not Windows 3.1. It doesn't have enough memory, speed or screen brightness, and its screen isn't fast enough for high-quality graphical computing.

Comfort is something most notebook computer ads never talk about. Because, truth is, they're not very comfortable to use. Which may explain why they don't win awards for being well designed. (PowerBook, of course, has won more design awards than all other notebook computers combined.)



The coach seat factor. If you want to run Windows 3.1 on most portable computers, you'll find that you need a front-mounted keyboard and a side-mounted trackball or mouse. What you won't find is enough room on an airplane tray to hold it all.



Instruction manual, 2 pounds. There's nothing like forgetting a DOS command when you're 2,000 miles from home, so you may want to carry a manual with you. And since Windows 3.1 is based on DOS, you'll definitely want instructions handy.

The Apple® Macintosh® PowerBook™ is the only personal computer to make the Products of the Year lists of *Business Week*, *Fortune*® and *InfoWorld*. And the only notebook computer to be named one of the Best Designed Products of the Year by *Time*®. Because it's the only computer designed as

The easy way.

Consistent applications. Every PowerBook runs thousands of Macintosh programs (including Lotus 1-2-3 and WordPerfect) that all work in the same consistent, intuitive way. You learn one, you know the basics of all of them.

Blistering speed. Because Macintosh computers are optimized for graphical computing, PowerBook can significantly outperform comparably priced notebook computers running Windows.** Both the PowerBook 170 and the new PowerBook 145 deliver an impressive combination of speed and power at an affordable price.

Built-in Balloon Help. Point at what you want to know about, and your Macintosh will tell you what it's for. So you can leave your manual in a desk drawer at home.

Built-in networking. Plug your PowerBook into an AppleTalk® network, and conveniently access all network resources—printers, file servers, e-mail, even other networks from Novell, IBM and Digital.

Built-in fax/data modem. With this option, you can send your work directly to a fax machine or access e-mail from almost any telephone anywhere you happen to be. Just plug the phone cord into the back of the PowerBook.

Built-in peripheral support. Like every Macintosh, PowerBook lets you add up to six external hard drives, CD-ROM drives, scanners or other peripherals simply by plugging them in.

Palm rests. Working on the road isn't like working at your desk. So Apple designers provided a place to rest your hands, making it much easier and more comfortable to work in tight quarters—such as a middle seat on an airplane.

Integrated trackball. Everything about Macintosh computers is designed to make it easy for you to work. In the case of PowerBook, the pointing device is integrated into the computer. There's nothing to hook up or clip on. Open it up and you're ready to go. (It's comfortable whether you're left- or right-handed, too.)

AppleTalk Remote Access. This remarkable software comes with every Macintosh PowerBook. It not only allows you to access all the files on a modem-equipped Macintosh at your office or at home, it also gives you complete access to your network—printers, files, file servers, e-mail—from anywhere there's a phone.

Built-in file sharing. On most notebook computers, sharing information with a desktop computer is virtually impossible. But every PowerBook has powerful file sharing built in. So you can easily connect your PowerBook to a desktop Mac® or another PowerBook and copy files from one computer to the other.

It's compatible. Like every Macintosh, PowerBook is compatible with the personal computers you use at the office. It can read from and write to floppy disks from MS-DOS or OS/2 PCs, or even run DOS software using programs such as SoftPC.

a totally integrated system. Combining hardware, software and industrial design to make working on the road as comfortable as working at your desk. It's more intelligent. It's more convenient. It's power anyone can use, anywhere you happen to be. The power to be your best.*



How to connect to a network file server.

The hard way:

1. Purchase an external network adapter.
2. Install the network adapter.
3. Connect the network cable.
4. Plug in AC power supply if needed.
5. Install network software and configure parameters.
6. Start Windows.
7. Run Windows Setup to load network software.
8. Restart.
9. Start Windows.
10. Start File Manager.
11. Select the desired file server.

The easy way:

1. Connect the network cable.
2. Open Chooser.
3. Select AppleTalk "Active" button.
4. Select desired file server.

How to retrieve a deleted file.

The hard way:

1. Purchase a utility program.
2. Install it on your computer.
3. Restart the computer.
4. Start Windows.
5. Start the utility program.
6. Start the unerase feature.
7. Find the directory where your file existed.
8. Click on that directory.
9. Select the deleted file.
10. Choose unerase command.

The easy way:

1. Double-click on the trash can.
2. Drag the deleted file out of the trash can.

How to rename a directory.

The hard way:

1. Double-click on the Main group in Program Manager.
2. Start File Manager.
3. Highlight the directory you want to rename.
4. Select "Rename" from the file menu.
5. Type in a new name for the directory (must be 8 characters or less).
6. Go to Program Manager if needed.
7. For each application in the renamed directory, select "Properties" from the file menu.
8. For each application in that directory, change the command line to reflect the new path to the application program.

The easy way:

1. Highlight the directory (folder) you want to rename.
2. Type a new name (up to 31 characters).

How to add an external hard disk drive.

The hard way:

1. Purchase a parallel-to-SCSI adapter.
2. Connect it to the parallel port.
3. Plug the drive into the adapter.
4. Insert the adapter's installation disk in drive A:.
5. Select drive A:.
6. Type "INSTALL".
7. Select appropriate options for your drive.
8. Select appropriate drive for software installation.
9. Restart.
10. Run installation test program.

The easy way:

1. Plug the drive into the SCSI port.
2. Start up the PowerBook.

How to play a sound.

The hard way:

1. Purchase a sound upgrade kit.
2. Attach sound upgrade hardware.
3. Install sound upgrade's software drivers.
4. Start the sound recorder program.
5. Select Open from the file menu.
6. Select the sound file you want to play.
7. Choose OK.
8. Click on the Play button.

The easy way:

1. Double-click on the sound's icon.

How to add a pointing device.

The hard way:

1. Purchase a pointing device (such as a mouse or trackball).
2. Open notebook's back panel.
3. Attach appropriate port adapter to pointing device (if other than 9-pin).
4. Connect pointing device to proper port.
5. Choose appropriate clamp arms.
6. Attach pointing device to clamp arms and adjust tilt angle.
7. Start the computer.
8. Install driver software.
9. Restart.

The easy way:

1. The trackball is built in.

Macintosh. The more you do, the easier it gets.

For an authorized Apple reseller, call 800-538-9696, ext. 160. *This price and all the prices noted here reflect average Manufacturer's Suggested Retail Prices. **Comparisons are based on a 1991 independent research study conducted by Ingram Laboratories that tested a variety of personal computers running applications available for both the Macintosh and Microsoft Windows 3.0 environments. ©1992 Apple Computer, Inc. All rights reserved. Apple, the Apple logo, AppleTalk, Mac, Macintosh and "The power to be your best" are registered trademarks of Apple Computer, Inc. Balloon Help and PowerBook are trademarks of Apple Computer, Inc. Lotus and 1-2-3 are registered trademarks of Lotus Development Corporation. MS-DOS is a registered trademark and Windows is a trademark of Microsoft Corporation. OS/2 is a registered trademark of International Business Machines Corporation. SoftPC is a registered trademark of Insignia Solutions Inc. WordPerfect is a registered trademark of WordPerfect Corporation. 10279LLA